

Congress of the United States

Washington, DC 20515

June 5, 2007

Ms. Anna Wintour
Editor in Chief
Vogue
Four Times Square, 12th Floor
New York, NY 10036

Dear Ms. Wintour:

As Members of Congress dedicated to advancing the health of women and girls, we are writing to express our concern over the marketing of tobacco products to young women through tobacco advertisements in women's magazines, such as yours.

The epidemic of smoking among teens and young women cannot be overstated. We recognize that *Vogue* is influential among the millions of young women and girls under 18 who make-up a sizeable portion of your readership. These readers look to your magazine for health advice, information on the latest trends in glamour and style. The public service your magazine provides by offering important women's health information is negated when, a few pages away, a reader finds an advertisement for a new cigarette marketed just for women.

R.J. Reynolds Tobacco Company has recently introduced a new cigarette, Camel No. 9, which is clearly aimed at young women. To our great concern, R.J. Reynolds is heavily relying on leading women's magazines, including yours, to aggressively market this deadly product to young women, including teenagers. The target audience of young women is abundantly clear from look at Camel No. 9's chic packaging, and the stylish advertisements with roses and a slogan of "light and luscious."

R.J. Reynolds claims that the target for Camel No.9 is current adult women smokers. Yet, it advertises Camel No. 9 in magazines like yours that have large numbers of teenage and other young women readers. As the tobacco companies well know, ninety percent of smokers begin before they are twenty and eighty percent begin before their eighteenth birthday. This translates into an astounding 2,000 new teen daily smokers per day. With over a thousand of their customers dying every day from tobacco-related disease, cigarette companies certainly knew their demographic when they referred to teens as "replacement smokers" in their internal documents.

The public health consequences of smoking are neither stylish nor glamorous. Smoking-related cancers kill an estimated 54,000 women each year and approximately 178,000 women die every year from all tobacco-related disease. Cigarette smoking during pregnancy increases the risk of infertility, preterm delivery, stillbirth, low birth weight, and sudden infant death syndrome. And the most staggering statistic of all – one out of three teen smokers will die prematurely of a tobacco-related disease.

The health consequences of tobacco use are too profound to be met with either complacency or complicity. As Members of Congress, we feel compelled to express our concern to you about how these advertisements are negatively contributing to our nation's public health. Your refusal to publish cigarette ads would send an unequivocal message to tobacco companies and be consistent with your magazine's long tradition of promoting women's health.

Again, we urge you to voluntarily adopt an institutional policy of rejecting cigarette advertising aimed at young women and we look forward to further discussions with you on this matter.

Sincerely,

Luis Coppa

Hilda L. Llin

Raul M. Hrijala

Susan Davis

Margie K. Hrono

Helen Ellison

Fred H. Platts

Danny A. Davis

Robert Weyh

Harry A. Wapner

Carrie Brown

Robert M. Young

John Schab
Edward J. Markey

Grace S. Napolitano

Betty Sutton

Loretta Sanchez

Tom Hill

Eleanor H. Norton

Ernie L. Enge

Rosa L. Delann

George Miller

Carolyn S. 2f

Henry E. Mitchell

Shule Jackson

Albert R. Wynn

De

Carolyn McCarty

Chime E. Watson

Hyd Dzyt

Ish Lewis

Louise M. Slaughter

Zoe Lefm

Dennis H. Kunk

Jenny Balch

Lynn Woolsey

Mary Bone

ma Zho

Don O. Matsui

Shelley Berkeley

Madeline J. Randall

cc: Thomas A. Florio, Vice-President and Publisher

Signatories to letter of June 5, 2007:

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Rep. Jan Schakowsky (IL)
Rep. Hilda Solis (CA)
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